

Town Administrator's February 2018 Monthly Report



Celebrating Black History through Literature



Town of Bladensburg
February 2018
Debi Sandlin, Town Administrator

Town Administrator's February 2018 Monthly Report

EXECUTIVE SUMMARY

Dear Mayor and Council,

We have begun the process of drafting the FY19 budget. As part of the process the Town Treasurer and Town Administrator have begun reviewing each department's budgets to better assess the needs for the FY19 budget. Additionally we will be meeting with each department to go over their budgets to help determine whether the current funding should be maintained, reduced or potentially increased depending on the needs of each department. As part of the process we will review the Strategic Plan to ensure the budget aligns with the goals and objectives adopted by the Mayor and Council.

The budget meeting calendar has been set and the following dates have been established to discuss the proposed budget:

- April 9 – Town Administrator's draft budget presented to Mayor and Council
- April 16 – Budget Worksession #1 of the Mayor and Council
- April 30 – Budget Worksession #2 of the Mayor and Council
- May 1 - Public Comment Session #1 for the FY19 Budget
- May 12 – Public Comment Session #2 for the FY19 Budget
- May 14 – Constant Yield Hearing at the Mayor and Council Meeting
- May 23 – Budget Worksession #3 of the Mayor and Council
- June 4 – Mayor and Council final review of FY19 Budget and Adoption

BLACK HISTORY MONTH EVENT

Several staff members, including Pat McAuley, Diane Griffin, Chi-Chi Dureke and the Town Administrator focused a great deal of their time planning and coordinating the Town's Black History month event "Celebrating Black History through Literature". The event was held on Friday, February 23, 2018 and featured guest Author, Lexi P, a Child author Lexi P, a creative and adventurous kidpreneur with a big imagination and even bigger hair. Lex is an honor-roll student who loves to serve her community; is an active Girl Scout member who eagerly mentors younger girls in her troop; has a passion for writing



and saw the need to share her personal lessons about learning to love herself.

Lexi read her book *The Ice Cream Talk Loving The Skin You're In* expands the topic of self-love even more. The young author is a strong believer in following your dreams and believing in yourself. Through what she is envisioning as a series of children's books, Lexi P. plans on sharing with the world her many adventures and life-lessons.

MARYLAND GENERAL ASSEMBLY BILLS

In addition, we have been closely following and monitoring several bills currently before the General Assembly. I participated in the MML Municipal Day, along with many of Maryland's municipal leader, to demonstrate our strong support for HB807 to restore Municipal Highway User Revenues.

HB 807, to restore municipal Highway User Revenues (HURs) was passed unanimously in the House Transportation Subcommittee on March 1, and then moved to the full Environment and Transportation Committee shortly thereafter for a full vote of the Committee members. The legislation was amended by the Subcommittee to lock in a five-year distribution of funding for municipalities beginning in fiscal year 2020 of approximately 2.0% of the local share, or \$38 million per year, distributed through the HUR formula. The funding would be designated as capital transportation grants in the State budget for the next five years, after which, the funding would revert to the formula currently in statute of .4% for municipalities. Although HB 807, as amended, does not fully restore municipal HURs, MML appreciates the fact that legislation to at least partially restore municipal transportation funding is being considered by the General Assembly this session.

SB1003 is for prohibiting a person from constructing a magnetic levitation transportation system or certain facilities or structures in a local jurisdiction unless the local legislative body and the local executive review and approve the construction; prohibiting a unit of State or local government from approving the construction, or condemnation of property for the construction, of a magnetic levitation transportation system or certain facilities or structures in a local jurisdiction unless certain local bodies review and approve; etc.

A first reading took place on March 5, 2018 and was reassigned to the Finance and Budget Taxation Committee.

MML 2018 PORT TOWNS BOOTH

The Town of Bladensburg will be partnering with our neighboring Port Towns', Edmonston, Colmar Manor and Cottage City to display a booth during the MML 2018 Summer Conference. This year's theme will be "Collaboration at its Finest". A committee of representatives from each Town has begun meeting to plan and coordinate how we will increase the visibility of the Port Towns' communities and determine how we will showcase the collaborative partnership between the four Towns' while at the conference. Furthermore we plan to establish a marketing campaign to drive traffic to the booth to include developing a hashtag message to use prior to

and during the conference to peak interest in coming to the booth; develop a contest to encourage conference attendees to come by the booth and learn more about the Port Towns'; and develop a video highlighting specific amenities of each Town.

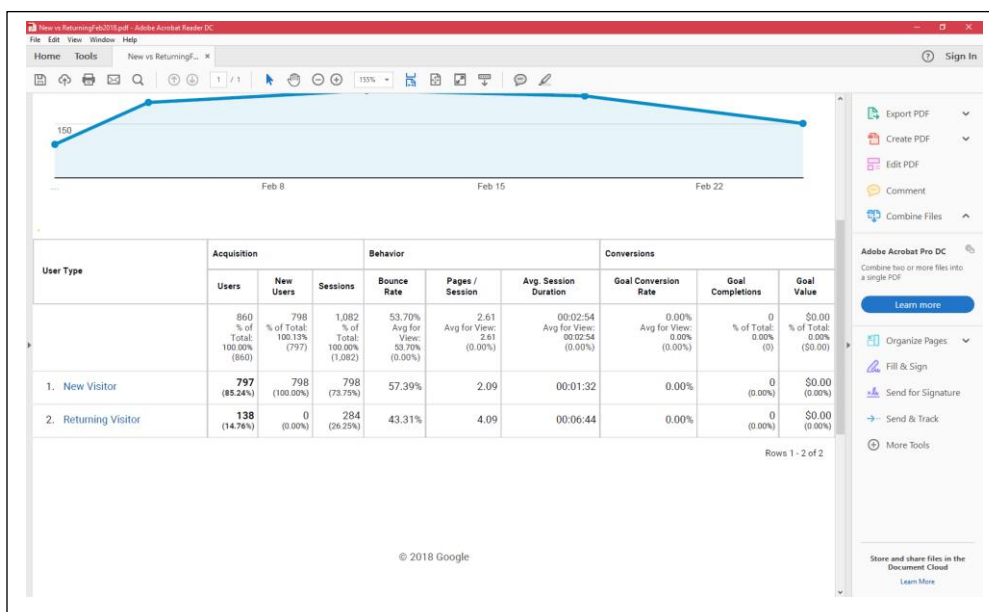
A campaign will be developed to help with tracking the effectiveness of the booth for future years.

WEBSITE ANALYTICS

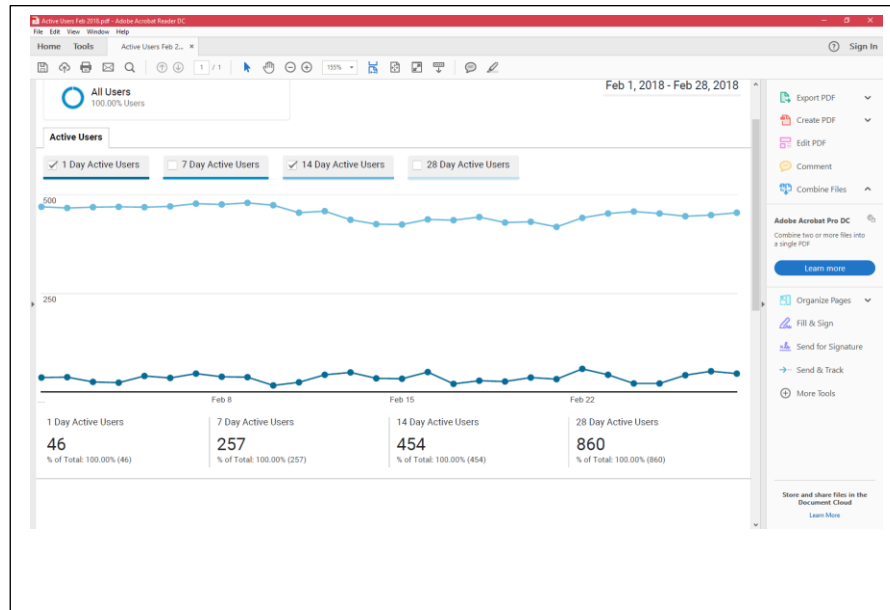
The data for February shows there were 935 visitors to the website, of which, 797 were new visitors to the site and 138 were returning visitors to the site. Additionally the data shows the most frequently used devices when visiting the site were, Desktops (63.70%), Mobile Devices (30.70%), and tablets (5.6%).



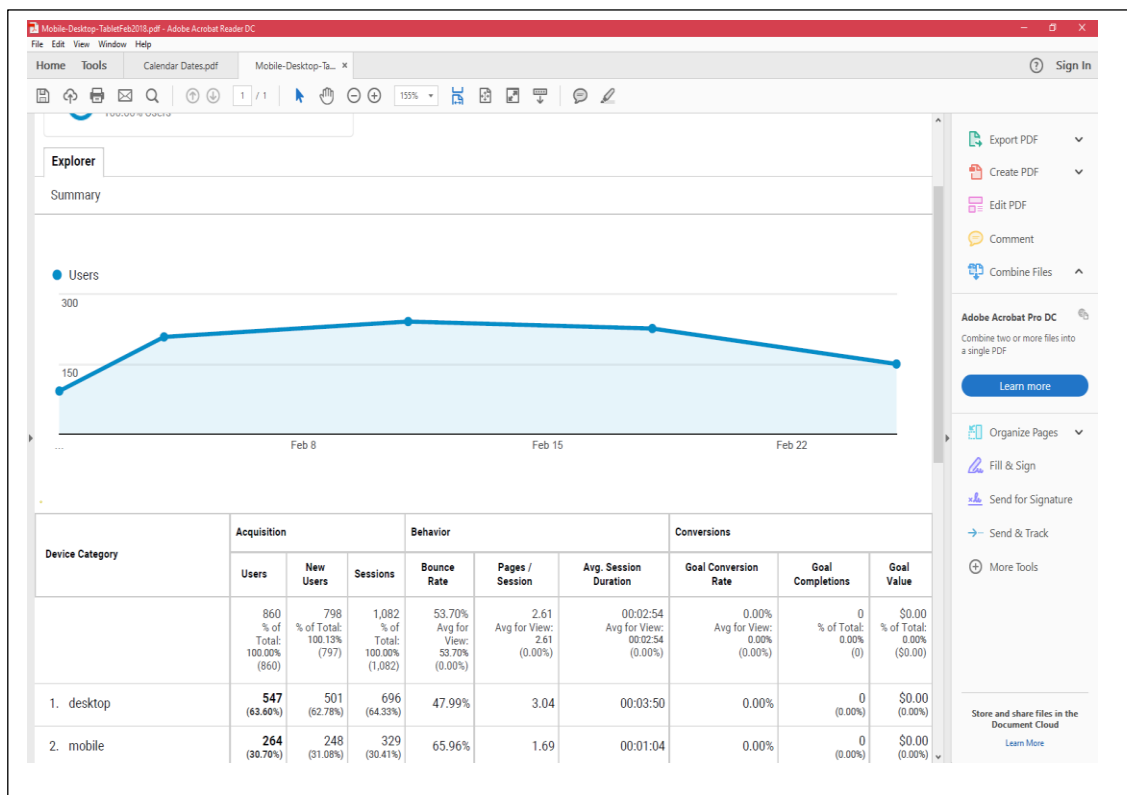
New vs Returning Visitors to the Website



Active Users February 2018

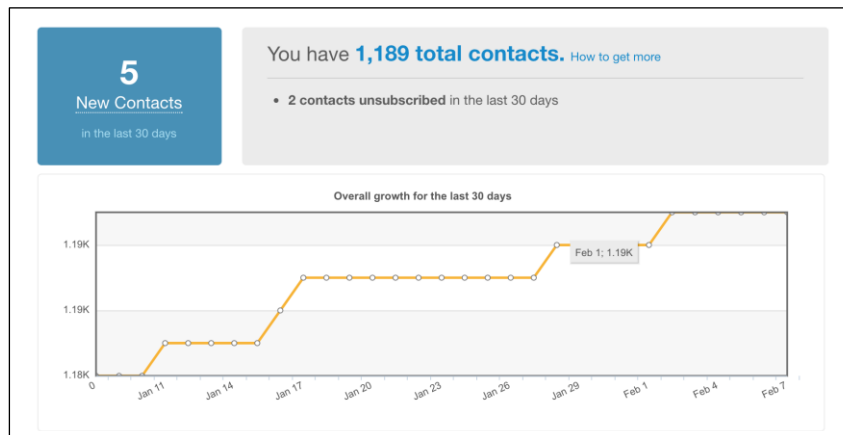
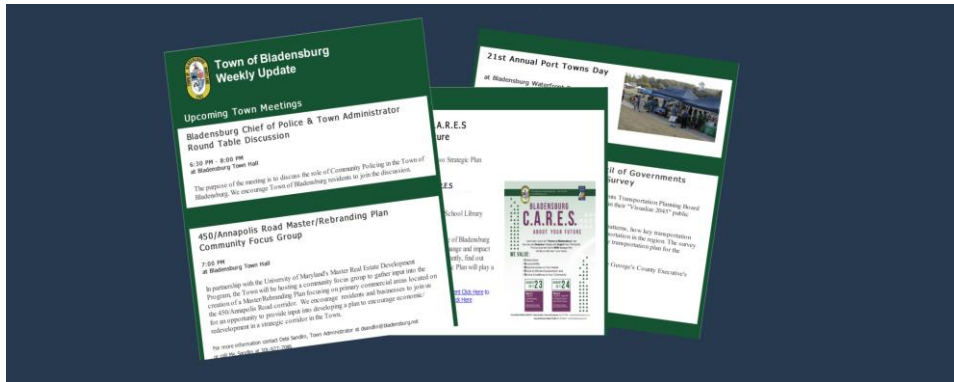


Mobile-Desk-Tablet Overview



CONSTANT CONTACT MAILING

During the month of February, 20 new email addresses were generated using text-to-join messaging system. The report shows the growth in number of new contacts added to the Town's Mailing list(s) over the last 30 days. As of February 28, 2018 the Town had 1209 subscribers.



June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
571	626	825	861	942	1064	1184	1189	1209

Mailing List Trend Overview in December

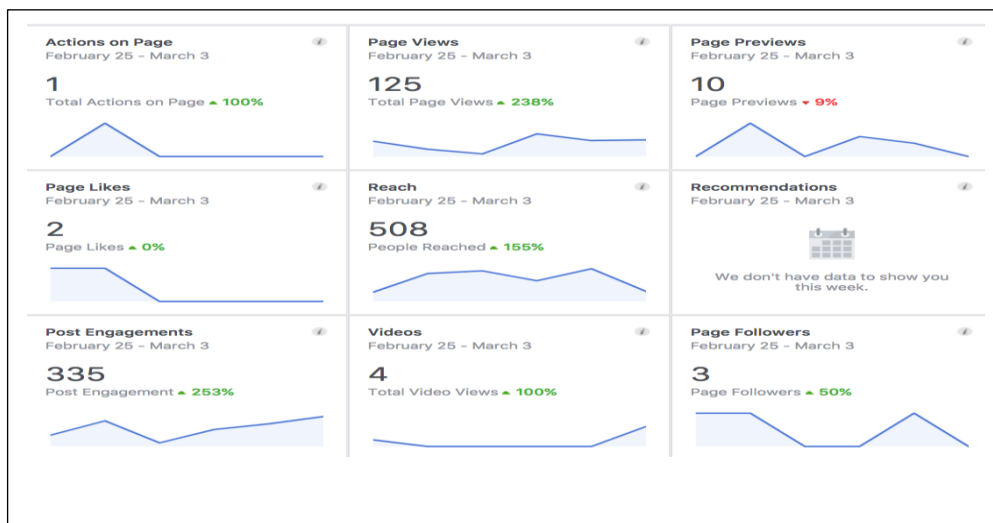
- January 2018: **1,189 Contacts**
- Weekly User Opens by Device: **42% Mobile** **58% Desktop**
- E-mail Campaigns Sent: **12**
- Popular Clicks: **Town Website, Town Facebook Page,**
- Popular Downloads: **Jobs, Events/Announcement Documents**
- Most Engaged 2018 E-Mail Campaign: **Water Main Break, Sent Tues, Jan 2, 2018, with 285 Unique Opens.**

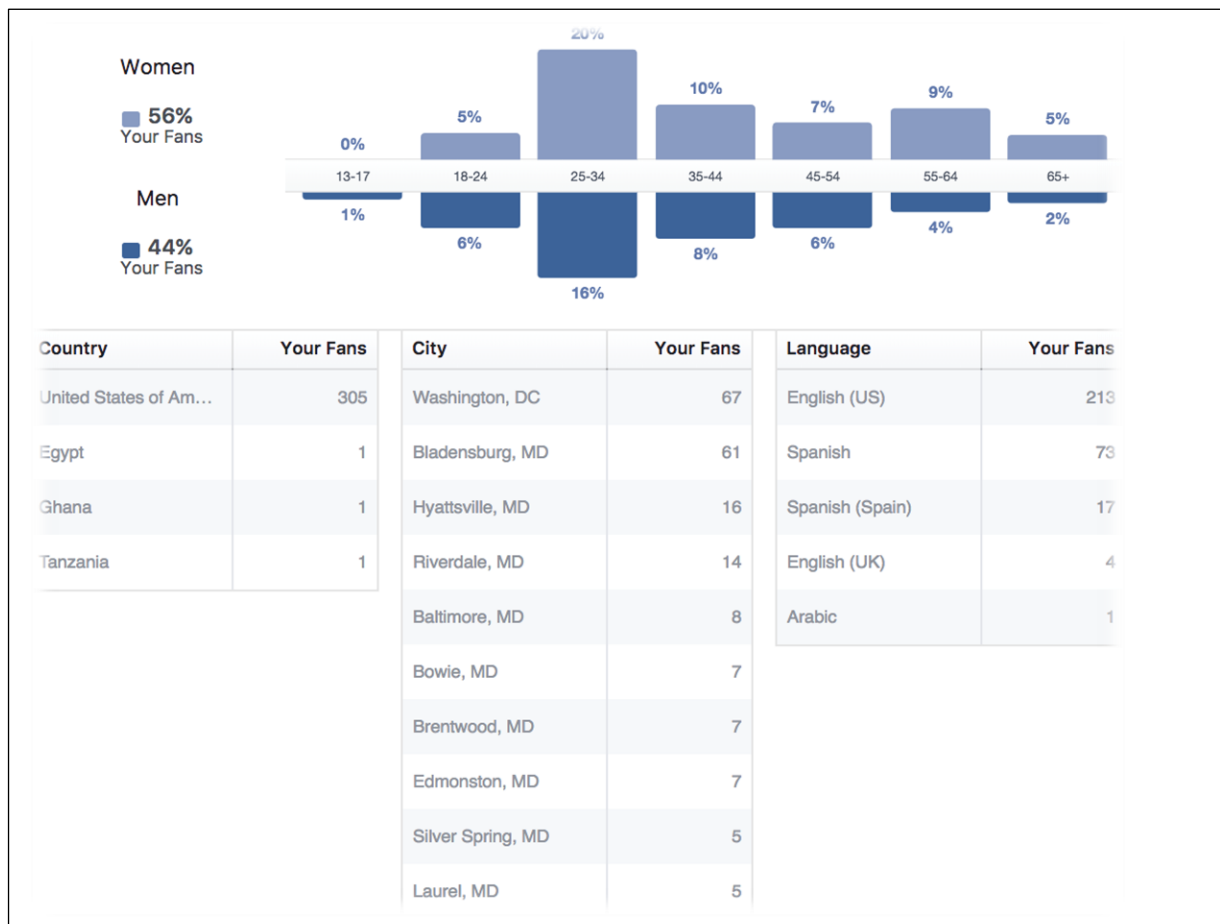
Marketing Platforms *(in order of popularity and priority)*

1. Weekly E-Mail Newsletter
2. Facebook
3. Next Door
4. Twitter
5. Direct Mail – Print
6. Instagram
7. LinkedIn

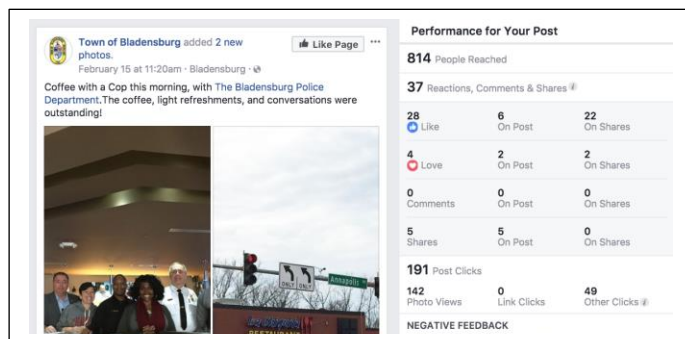
FACEBOOK UPDATE

The Town Facebook page currently has 321 Facebook followers and 308 likes. On @BladensburgMD Facebook page we shared the latest news on upcoming events, announcements, pictures or video from past events reminders and road closings. See chart graph below displays the demographic data of people who like the Town Page based on location, age, gender and language. See chart graph below displays the demographic data of people who like the Town Page based on location, age, gender and language. This allows us to track resident engagement.





Coffee with a Cop, posted on February 15, 2018 was the popular Facebook post for the month of February, 814 People reached organically.



Follow the Town of Bladensburg on Facebook and Twitter

February 2018
MEETINGS/EVENTS/COMMUNITY INVOLVMENT

The Town Administrator was involved in the following meetings/events/ and community outreach activities:

1. Attended the Parkview Tenant Council meeting;
2. Participated in the MML General Assembly Day to attend the hearing on HB807.
3. Coordinated and attended two (2) MML Port Town Booth meetings.
4. Attended the Emerson House Tenant Council meeting.
5. Attended the Police Departments Coffee with a Cop breakfast meeting.
6. Attended a Town Managers/Administrators lunch to discuss partnering opportunities with our communities.
7. Coordinated and participated in the Quarterly Port Towns' meeting.